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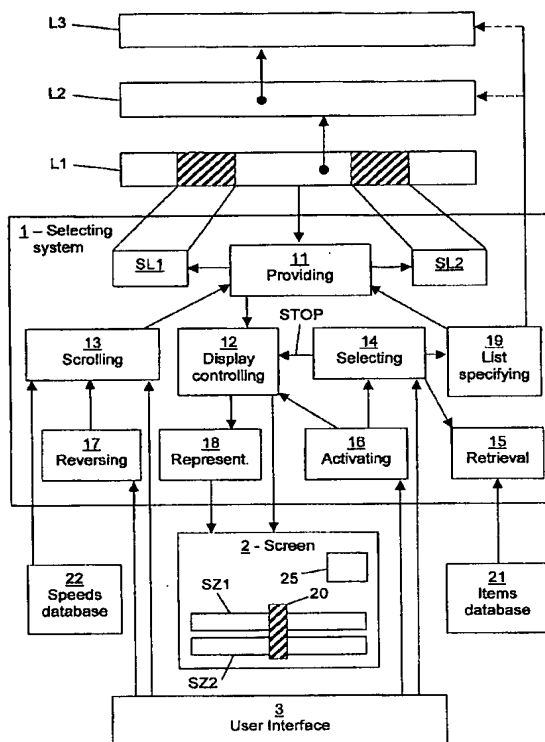
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(54) Title: SYSTEM AND METHOD FOR SELECTING AN ITEM IN A LIST OF ITEMS AND ASSOCIATED PRODUCTS



(57) Abstract: The present invention concerns a system (1) and a method for selecting an item in a list (11) of items and associated products. The selecting system comprises means (11) for repeatedly and simultaneously providing at least two sub-lists (SL1, SL2) of items of the list (11) for displaying on a screen (2), means (12) for controlling an orderly displaying of the items of each of those sub-lists side by side on the screen, simultaneously and in different scrolling zones (SZ1, SZ2) for the respective sub-lists, means (13) for scrolling at least partly the list of items on the screen in the various scrolling zones, by repeatedly modifying the items of the sub-lists through cancelling firstly introduced items in the sub-lists and introducing new items from the list of items, and means (14) for enabling a user to select at least one of the items of at least one of the sub-lists being displayed in a given selection area (20). Applications to STB and interactive TV EPG and to music files retrieval.